

Please amend the specification as follows.

After paragraph [0017] please insert the paragraphs

“ Means for specifying company advertiser and ad publisher roles comprises a plurality of roles for preparation and administration of ads, each of said plurality being assumable by at least one of company advertiser personnel and ad publisher personnel, at least one of said plurality of roles being associated with each Ad Box default template, and at least one of said plurality of roles being associated with each Ad Master template. A database is used to store the plurality of roles and the association of each role with each said Ad Box default template and with each said Ad Master template.

Means for specifying company advertiser and ad publisher business rules to direct ad preparation and administration comprises a plurality of business rules governing preparation and administration of ads. Each of said plurality of business rules is specified by at least one of a company advertiser and ad publisher. Each of the plurality of entries defined by a default Ad Box template is associated with and controlled by at least one of said plurality of business rules. Each of the plurality of components defined by an Ad Master template is associated with and controlled by at least one of said plurality of business rules. A database stores each Ad Box default template and the association of entries thereof with business rules. A database stores each Ad Master template and the association of components thereof with business rules.”